

- For Immediate Release -

Sweet Beginnings™ Wedding Consulting & Event Planners Franchise Awards Master Franchise in Brazil

Sweet Beginnings™ is expanding to South America.

Sweet Beginnings™ is a Vancouver, Canada-based Wedding Consulting and Event Planning firm, dedicated to delivering the highest quality of service. They provide professional and knowledgeable consultants to design event packages for each client, working with their individual budget, style and needs.

The company is excited to announce the sale of its first Master Franchise to Brazil, the fifth most populous country in the world, with a gross domestic product of more than 1.8 trillion dollars. It will be the first Sweet Beginnings™ operation in the highly exciting and lucrative South American market, and will launch in January 2009.

"Expanding our premium services to South America is a double plus," says president and CEO Elana Lancit. "Not only will Brazilians benefit from the implementation of Sweet Beginnings'™ destination weddings services but the company will reap rewards from operating in the ninth largest world economy."

The master franchise will be based in Rio de Janeiro, Brazil. With six million inhabitants and known for its world class beaches and breathtaking coastal scenery, Brazil's second largest city is also the honeymoon capital of Latin America.

New Master Franchise owners Karina and Vanessa Araujo de Souza, and their mother Angela, come from a long line of Brazilian entrepreneurs and business owners.

Karina says starting a wedding planning franchise with her architect sister and businesswoman mother in Rio de Janeiro - the home of the legendary Carnaval - is the perfect enterprising opportunity in South America, where a wedding fiesta holds special cultural significance.

"In Brazil, it is in the culture to party - so this business opportunity is a perfect match," says de Souza, who holds a degree in economics and is nearly completed her MBA in Business Administration. "The Brazilian wedding industry is booming, making this the perfect time to bring in an established and respected event franchise."

The Araujo's made the decision to purchase the international Sweet Beginnings Master Franchise after many years of researching domestic business opportunities. "When we found the company it was like a dream come true," says Karina. "Sweet Beginnings™ is a premium franchise with an outstanding track record and a level of service unparalleled in the industry -- South America and beyond!"

About Sweet Beginnings

Sweet Beginnings™ is North America's leader for Wedding Consulting and Event Planning. They have coordinated thousands of events, ranging from small intimate gatherings to large black-tie galas. Sweet Beginnings™ combines competitive pricing with personalized consultation services, and also offer unique decorating and rental services. Sweet Beginnings operates 21 franchised locations in Canada, the United States and South America.

For corporate and franchise information, please visit www.asweetbeginning.com